

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2018/2019

**DCS5138 – MANAGEMENT INFORMATION SYSTEMS**

(For Diploma students only)

2 March 2019  
9:00 a.m. – 11:00 a.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages excluding the cover page.
2. Answer ALL questions in Section A on the OMR sheet.
3. Answer ALL questions in Section B in the Answer Booklet.

**Section A: 30 Multiple Choice Questions (30 marks)***Instruction: Shade your answers on the OMR sheet.*

- 1) Converting raw data into a meaningful form is called \_\_\_\_\_.
  - A. capturing
  - B. processing
  - C. organising
  - D. output
  
- 2) Consider an information system in a moving company that analyses travel patterns and decides which routes are the most efficient for every truck. The need for employees to follow procedures to update this system with arrival and departure times would be considered the \_\_\_\_\_ dimension of the system.
  - A. managerial
  - B. customer
  - C. organisational
  - D. technology
  
- 3) Company Dynamic Sdn Bhd is implementing a web-based digital dashboard to provide managers with real-time information, such as customer complaints, is an example of \_\_\_\_\_.
  - A. improved flexibility
  - B. improved efficiency
  - C. improved decision making
  - D. customer and supplier efficiency
  
- 4) The ball possession in a football match is an example of \_\_\_\_\_.
  - A. processing
  - B. feedback
  - C. input
  - D. information
  
- 5) Numerous volume of data generated by Internet activity, such as web traffic, email, and social media is referred to as \_\_\_\_\_.
  - A. Internet of Things (IoT)
  - B. outsourcing
  - C. data warehouse
  - D. big data
  
- 6) Managers appears to be less systematic, more informal, less reflective and more reactive. This defines the \_\_\_\_\_.
  - A. classical model of management
  - B. decision support system
  - C. behavior model management
  - D. management information system

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- 7) All of the following are attributes of classical models of management EXCEPT \_\_\_\_\_.
- A. planning
  - B. organising
  - C. coordinating
  - D. coding
- 8) The process of sorting through large data sets to identify patterns and establish relationships to solve problems through data analysis is referred to as \_\_\_\_\_.
- A. data mining
  - B. drill down
  - C. supply chain
  - D. forecasting
- 9) What is the job function of the senior management level in an organisation?
- A. Decides entrance or exit from market.
  - B. Monitors the daily activities of the firm.
  - C. Restocks inventory.
  - D. Performs quality check on goods.
- 10) Making chosen alternative work and continuing to monitor how well solution is working can be defined as \_\_\_\_\_.
- A. choice
  - B. intelligence
  - C. implementation
  - D. design
- 11) Which of the following types of system enables organisation to digitise, index, and tag documents?
- A. Augmented reality system
  - B. Enterprise content management system
  - C. Management information system
  - D. Learning management system
- 12) Cortana services by Microsoft is an example of \_\_\_\_\_.
- A. machine learning
  - B. case-based reasoning
  - C. Internet of Things (IoT)
  - D. intelligent agent
- 13) Which of the following describes an expert system?
- A. Typically used in highly unstructured decision-making situations.
  - B. Captures the knowledge of skilled employees in the form of a set of rules in a software system that can be used by others in the organisation.
  - C. Works by applying a set of AND/OR rules against a knowledge base, both of which are extracted from human experts.
  - D. An intelligent technique for storing and managing unstructured digital data.

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- 14) An example of Computer Aided Design software is \_\_\_\_\_.  
A. Autodesk Inventor  
B. Skype for Business  
C. Microsoft Teams  
D. Google Classroom
- 15) Case-based reasoning (CBR) stores past experiences of human specialist case in knowledge base. This approach can be found in \_\_\_\_\_.  
A. digital scoreboard system  
B. medical diagnostic system  
C. learning management system  
D. massively open online courses
- 16) Implementing information system has impact on \_\_\_\_\_.  
A. people  
B. structures  
C. task arrangements  
D. all of the above
- 17) Which of the following situation contribute the impact of organisational flatten due to postindustrial organisation factor.  
A. Fewer manager are needed  
B. Decision making is pushed to lower levels  
C. Authority increasingly relies on knowledge and competence  
D. More middle manager need to be hired
- 18) Music industries are facing poor sales of audio discs. To what competitive force did the audio disc music industry lose to?  
A. Positioning and rivalry among competitors  
B. Customer's bargaining power  
C. Low cost of entry  
D. Substitute products or services
- 19) When a firm provides a specialised product or service for a narrow target market better than competitors, they are using a \_\_\_\_\_ strategy.  
A. product differentiation  
B. mass customisation  
C. market niche  
D. supplier intimacy
- 20) Which of the following below organisational structure can be define as startup business?  
A. Entrepreneurial  
B. Machine bureaucracy  
C. Divisionalised bureaucracy  
D. Adhocracy

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- 21) Which of the following is TRUE about executive support systems?  
A. Serve middle managers.  
B. Address strategic issues and long-term trends  
C. Address routine decision making  
D. None of the above
- 22) Command and control organisations can be define as \_\_\_\_\_.  
A. large organisation without IT staff  
B. organisation that had multiple branch  
C. no value placed on teamwork or lower-level participation in decisions  
D. decision making is pushed to lower levels of management
- 23) A firm can exercise greater control over its suppliers by having \_\_\_\_\_.  
A. more suppliers  
B. fewer suppliers  
C. local suppliers  
D. global supplier
- 24) Which type of system would you use to change a production schedule if a key supplier was late in delivering goods?  
A. Transaction processing system  
B. Executive support system  
C. Decision support system  
D. Management information system
- 25) Which of the following is a main reason an intranet is created by an organisation?  
A. To have a better centralize database.  
B. Minimize internet bandwidth.  
C. To reduce web server hosting rate.  
D. Internal company website can only be access within organisation local area network only.
- 26) How does parallel conversion strategy work?  
A. The new system is used only by manager.  
B. The new system replaces the old one.  
C. The new and old system run together for a time.  
D. The old system is used by a group of user.
- 27) Within testing phase to test record change, what are message that will be delivered when user change a non-existent record?  
A. Ok if valid  
B. Invalid key message  
C. No change  
D. None of the above
- 28) Which of following defines contents of data flows and data stores?  
A. Data Dictionary  
B. Data Flow Diagram (DFD)  
C. Mind Map  
D. Entity Relationship Diagram (ERD)

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- 29) All of the following are steps in prototyping EXCEPT \_\_\_\_\_.
- A. identify user requirements
  - B. develop initial prototype
  - C. use prototype
  - D. visual programming
- 30) \_\_\_\_\_ focuses on rapid delivery of working software by breaking large project into several small subprojects.
- A. Rapid application development (RAD)
  - B. Outsourcing
  - C. Joint application design (JAD)
  - D. Agile development

**Section B: 2 Structured Questions (20 marks)**

*Instruction: Write your answers in the Answer Booklet.*

**Question 1**

- a) Explain information system. (2 marks)
- b) Explain any **TWO** activities of information system that produce information for organisation. (4 marks)
- c) Explain **TWO** management strategies for developing Business Intelligence (BI) and Business Analytics (BA) capabilities (4 marks)

**[TOTAL 10 MARKS]**

**Question 2**

- a) Briefly explain knowledge management. (1 mark)
- b) Explain **TWO** major types of knowledge management. (4 marks)
- c) Berjaya College decides to develop a new student information system. Their current IT staff do not have enough skill and experience in software development. They decide to use outsourcing method to overcome this problem. Explain outsourcing method. Discuss **TWO** advantages and **TWO** disadvantages of outsourcing method. (5 marks)

**[TOTAL 10 MARKS]**

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